

Semester at Sea, Course Syllabus
Colorado State University, Academic Partner

Voyage: Spring 2017
Discipline: Journalism and Media Communication
Course Number and Title: JTC 416 Global Communication Technologies
Division: Upper
Faculty Name: Dr. Pete Seel
Semester Credit Hours: 3
Meeting Days: B Days, 10:40-12:00 (Kaiseraal Starboard)

Prerequisites: One newswriting course

COURSE DESCRIPTION

This is a course about evolving and emergent information and communication technologies (ICTs) and their effects on society, with a primary focus on the creation, evolution, and future of the Internet. Related telecommunication technologies such as telephony, broadcasting, teleconferencing, and virtual/augmented realities will also be examined. The shift of ICT services to the Internet “Cloud” and its implications for global telecommunication will be a central area of study. Internet applications such as social networks, games, and teleconferencing will be analyzed in terms of social effects. Key communication theories related to ICT will be studied and applied in relevant areas. Universal social issues that transcend media boundaries such as equal access to ICT, censorship, privacy infringement, cultural norms, overcoming physical impairments, and environmental factors will also be examined in detail.

LEARNING OBJECTIVES

At the completion of this course each student will be able to:

- 1) Describe how existing communication modes are evolving in response to developments in digital technology.
- 2) Describe how new ICTs are diffused through diverse national and international societies.
- 3) Explain how the Internet affects telecommunication, media usage, and ICT industries on a global basis and how Internet access may affect cultural awareness and global perspectives.
- 4) Describe how applications such as social networks and online games affect interpersonal relationships, gender issues, and enhance communication opportunities for those with physical impairments.
- 5) Describe communication theories and social policy issues that are related to new communication technologies and take into account international diversity.
- 6) Explain why this is an exciting time to be involved in the study of communication technologies.

REQUIRED TEXTBOOKS

AUTHOR: Seel, P. B.
TITLE: *Digital Universe: The Global Telecommunication Revolution*
PUBLISHER: Wiley-Blackwell
ISBN #: 9781405153300 (softcover)
DATE/EDITION: 2012

Course Schedule – (may be revised *with notice* during the term at the discretion of the instructor)

Day	Date	Lecture Topic	Readings and Due Dates	Discussants
B1	Jan. 8	Course orientation		
B2	Jan. 10	Introduction	<i>Digital Universe</i> , preface and Ch. 1, pp.	See

			1-13	handout
		<i>Arrive in Honolulu, Hawaii – Jan. 12</i>		
B3	Jan. 13	Thinking about Moore’s Law and Technological Determinism	Ch. 2 on Moore’s Law and Technological Determinism: pp. 14-24	1, 2
B4	Jan. 15	Human-Computer Symbiosis – with related reserve reading	<i>Man-Computer Symbiosis</i> (1960) by J.C.R. Licklider (see PDF file on the ship intranet)	3, 4
B5	Jan. 18	Critical Perspectives: The Deification of Technology – Chapter 3	Jacques Ellul, Neil Postman & The Tao of Technology, pp. 25-39	5, 6
		<i>No classes on Jan. 19</i>		
B6	Jan. 21	Instantaneous Communication – Telegraphy	Quiz #1 – Ch. 7, Telegraphy & Winston’s Technology Diffusion model, pp. 105-110	7, 8
B7	Jan. 23	The Atlantic Cable and the Emergence of the “Flat World”	Ch. 7, The Atlantic Cable, Communication and Empires & the <i>Flat World</i> pp. 110-126	9, 10
		<i>In Kobe, Japan – Jan. 24-28</i>	<i>Field class – Wednesday, January 25</i>	
B8	Jan. 30	Wired Telephony and the Transformation of Global Telecommunication	Ch. 12, Wired Technologies, pp. 207-215	11, 12
		<i>In Shanghai, China – Jan. 31-Feb. 5</i>		
B9	Feb. 7	Wireless Telephony – Social Effects	Ch. 12, Mobile Technologies, pp. 215-225	13, 14
B10	Feb. 9	Diffusion of Innovations Theory – Global Radio and Television as a Case Study	Review Winston’s Model, pp. 108-110, Field Class Essay is due – Quiz #2	No discussants
		<i>In Ho Chi Minh City, Vietnam – Feb. 10-14</i>		
B11	Feb. 16	Media Convergence – Part 1	Ch. 8, Defining Convergence, pp. 127-130	15, 16
		<i>No classes on Feb. 17</i>		
B12	Feb. 19	Media Convergence – Part 2	Ch. 8, Analog to Digital, pp. 130-142	17, 18
		<i>In Yangon, Myanmar – Feb. 20-24</i>		
B13	Feb. 26	Origins of the Net: Cold War Influences	Ch. 4, DARPA’s Cold Warriors, pp. 43-50	19, 20
B14	Feb. 28	Origins of the Net: the ARPANET	Ch. 4, Building the ARPANET, pp. 50-63	21, 22
		<i>In Cochin, India – March 1-6</i>		
B15	Mar. 8	The Evolution from the ARPANET to the Global Internet	Ch. 5, From ARPANET to the Internet, the rise of the PC, pp. 64-81 – Quiz #3	23, 24
B16	Mar. 11	The World Wide Web	Ch. 6, The Evolution of Search, pp. 82-101	25, 26
B17	Mar. 14	Social Media and the Blogosphere	Be prepared to discuss social media use	all
B18	Mar. 17	Global Censorship and Cyberculture	Ch. 10, Global Censorship, pp. 168-185	27, 28
B19	Mar. 25	The Dark Side: Privacy and Surveillance Worldwide	Ch. 11, Privacy as a Global Issue, Hacking and Global Cyberwarfare, pp. 186-203	29, 30
		<i>In Cape Town, South Africa – Mar. 19-24</i>		
B20	Mar. 27	Digital Immortality – Is there digital “life” after death?	<i>Class Discussion</i> – What Does It Mean to Have Eternal Life Online? – Quiz #4	All
		<i>No classes Mar. 29 – Neptune Ceremony</i>		
B21	Mar. 30	Virtual and Augmented Realities	Ch. 13, The New Frontiers of V.R. and A.R., Digital Games, pp. 226-252	1, 2
		<i>In Tema, Ghana – Mar. 31-Apr. 3</i>		

B22	Apr. 5	The Future of Global Communication Technologies	Ch. 14, The Global Cloud, Augmented Human Intelligence, pp. 253-259	3, 4
B23	Apr.7	Global Life Online – H.C.I. – Immersion and Dependence	Ch. 14, Utopian and Dystopian Visions, the Singularity, pp. 259-269	5, 6
B24	Apr. 9	Review for the Final Exam		
	Apr. 10	<i>Study Day for the Final Exam</i>		
		<i>In Casablanca, Morocco – Apr. 11-14</i>		
B25	Apr. 16	Final Exam		
	Apr. 19	<i>Arrive in Hamburg, Germany</i>		

FIELD WORK

Semester at Sea field experiences allow for an unparalleled opportunity to compare, contrast, and synthesize the different cultures and countries encountered over the course of the voyage. In addition to the one field class, students will complete independent field assignments that span multiple countries.

Field Class attendance is mandatory for all students enrolled in this course. Do not book individual travel plans or a Semester at Sea sponsored trip on the day of your field class. Field Classes constitute at least 20% of the contact hours for each course.

Field Class and Assignment

*The Field Class for this course will take place on **Wednesday, January 25th** in Kobe, Japan.*

State of the Art in Communication Technologies in Japan

We will travel by bus to the nearby city of Osaka where we will visit the **Panasonic Corporation exhibits** in Grand Front Center to view the latest technologies in digital television production and displays. From there we will travel to the **Osaka Science and Technology Museum** to view their exhibits related to communication and computer technology. After a lunch in a nearby traditional Japanese noodle shop, we will visit a game parlor to play traditional **Japanese Pachinko games and their newer electronic counterparts** to better understand Japanese game culture. If time permits, will stop briefly outside beautiful **Osaka Castle** to take photos before our return to the ship.

Field Class Objectives:

- At the **Panasonic exhibits**, we'll review the evolution of communication technology from the diffusion of radio in Japan, the arrival of television after World War II, and the diffusion of the Internet since the 1980s. We'll examine the state of communication and digital technology in Japan, which has been a pioneer in these fields since the 1960s.
- At **Ostec**, we'll examine the state of the art in all technologies in Japan, including communication and computer technologies.
- At the **Pachinko parlor**, we'll review the evolution of computer and video game culture in Japan with our guide – and have the opportunity to play some of the games.
- The optional **photo stop at Osaka Castle** at the end of the day will illustrate the concept of the “death of distance” (created by modern telecommunication technology) by live blogging the stop in social media and then noting the immediate responses from the U.S. (after midnight Colorado time).

Field Class Assignment – Each student will write a six-page reflective essay detailing what they observed at these sites and their analysis of how these communication technologies represent the state of the art in this nation and how they demonstrate unique aspects of Japanese culture. This essay is due at the start of class on **Thursday, February 9th**.

Independent Field Assignments

During port visits, students in the course will be asked to keep a journal of observations about the use of communication technologies in each country. Students will be asked to report back in classes while at sea about these observations. Keep detailed notes while ashore and document in photos (using a simple aim & shoot camera or a mobile phone with a good camera) what you observe and insert these images with your text into a Word version

of your journal. The PDFs of your journal will be evaluated by the instructor at the midpoint of the voyage and near the end.

METHODS OF EVALUATION / GRADING SCALE

The following Grading Scale is utilized for student evaluation. Pass/Fail is not an option for Semester at Sea coursework. Note that C-, D+ and D- grades are also not assigned on Semester at Sea in accordance with the grading system at Colorado State University (the SAS partner institution).

Pluses and minuses are awarded as follows on a 100% scale:

<u>Excellent</u>	<u>Good</u>	<u>Satisfactory/Poor</u>	<u>Failing</u>
97-100%: A+	87-90%: B+	77-80%: C+	Less than 60%: F
93-97%: A	83-87%: B	70-77%: C	
90-93%: A-	80-83%: B-	60-70%: D	

Points	Element
240	4 quizzes @ 60 pts. each
120	Field class reflective essay (=20% of grade)
40	In-class participation (e.g., as a discussant)
40	Technology journals (all 10 ports documented)
<u>160</u>	<u>Final exam</u>
600	Total points possible

Total Points	Grade
580-600	A+
520-239	B+
500-219	B
480-499 - 80%+	B-
460-479	C+
420-459 - 70%+	C
360-419 - 60%+	D
0-359	F

ATTENDANCE/ENGAGEMENT IN THE ACADEMIC PROGRAM

Attendance in all Semester at Sea courses is mandatory. Students must inform the instructor prior to any unanticipated absence and take the initiative to make up missed work in a timely fashion.

Tips for success in this course:

- **Complete the readings, attend the course lectures, and take notes as you do** – you will need to cite specific course lectures and readings to meet the midterm and final examination requirements.
- **Be prepared for your assigned discussion date.** You and a partner will lead the in-class discussion with a list of prepared insightful questions and additional information gathered from the reserve readings (see list at the end of the syllabus).

LEARNING ACCOMMODATIONS

Semester at Sea provides academic accommodations for students with diagnosed learning disabilities, in accordance with ADA guidelines. Students who will need accommodations in a class, should contact ISE to discuss their individual needs. Any accommodation must be discussed in a timely manner prior to implementation. A memo from the student's home institution verifying the accommodations received on their home campus is required before any accommodation is provided on the ship. Students must submit this verification of accommodations pre-voyage as soon as possible, but no later than November 19, 2016 to academic@isevoyages.org.

STUDENT CONDUCT CODE

The foundation of a university is truth and knowledge, each of which relies in a fundamental manner upon academic integrity and is diminished significantly by academic misconduct. Academic integrity is conceptualized as doing and taking credit for one's own work. A pervasive attitude promoting academic integrity enhances the sense of community and adds value to the educational process. All within the University are affected by the cooperative commitment to academic integrity. All Semester at Sea courses adhere to this Academic Integrity Policy and Student Conduct Code.

Depending on the nature of the assignment or exam, the faculty member may require a written declaration of the following honor pledge: "I have not given, received, or used any unauthorized assistance on this exam/assignment."

RESERVE BOOKS AND FILMS FOR THE LIBRARY

AUTHOR: Friedman, Thomas
TITLE: ***The World is Flat: A Brief History of the Twenty-First Century.***
PUBLISHER: Picador
ISBN #: 978-0312425074
DATE/EDITION: 2007

AUTHOR: Grant, A. E. & Meadows, J. L. (eds.)
TITLE: ***Communication Technology Update and Fundamentals*** (15th ed.)
PUBLISHER: Focal Press
ISBN #: 978-1-138-66826-3
DATE/EDITION: 2016/15th Edition

AUTHOR: Postman, Neil
TITLE: ***Technopoly: The Surrender of Culture to Technology.***
PUBLISHER: Vintage
ISBN #: 978-0679745402
DATE/EDITION: 1993

ELECTRONIC COURSE MATERIALS

AUTHOR: Licklider, J. C. R.
ARTICLE/CHAPTER TITLE: **Man-Computer Symbiosis**
JOURNAL/BOOK TITLE: *IRE Transactions on Human Factors in Electronics*
VOLUME: HFE-1
DATE: March 1960
PAGES: 4-11